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AUTHOR Starkweather, Ann, Comp.
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ABSTRACT

These instructional objectives have been selected from materials submitted to the Curriculum Laboratory of the Graduate School of Education at UCLA by John Christenson. Arranged by major course goals, these objectives are offered simply as samples that may be used where they correspond to the skills, abilities, and attitudes instructors want their students to acquire. These objectives may also serve as models for assisting instructors to translate other instructional units into specific measurable terms. For other objectives in related courses see: ED 033 689 (Beginning Design); ED 033 690 (Beginning Drawing); JC 710 116 (Art Structure); and JC 710 119 (Beginning Drawing). (MB)

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Instructional Objectives for a Junior College Course in Design

Ann Starkweather, Compiler

ERIC Clearinghouse for Junior Colleges
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Design

Unit I

Line

General Objective: You will be able to use line as a visual element in a design problem.

Specific Objective: Upon completion of this unit you will be able to:

1. Explain orally in class, without reference notes, the definition of line.

2. Differentiate between the functional and imaginative uses of line in writing, when shown slide examples in class.

3. Show graphically in a one hour lab assignment, using mixed media, the five major ways in which line can be varied or changed.

4. Combine in one visual design, during a two hour lab period, the factors of repetition, opposition and transition using mixed media.

5. Demonstrate graphically in a three hour lab period the visual importance of line used to emphasize lettering in a graphic design problem.

6. Produce a final design problem in a two hour period using one basic compositional pattern with line as the dominant design element.

Spatial Field

General Objective: You will know how to divide the spatial field into five compositional patterns and be able to use these patterns in design problems.

Specific Objectives: Upon completion of this unit you will be able to:

1. Identify in writing, when shown slide examples, the following compositional patterns, band, axial, grid, group and path.

2. Show graphically in 30 minutes, when given layout paper, the five basic compositional patterns.

3. Paint in a designed composition the properties of color when give a compositional pattern, within a two hour lab period.

4. Demonstrate your ability to keep the negative areas, white space and design symbols varied in size to avoid monotony in a design. You will be able to do this within a three hour lab period.

5. Cut and paste lettering, photograph and textured areas and combine these in one of the basic compositional patterns in a one hour lab assignment.

6. Produce a final problem using an assigned composition and design symbols within a two hour examination period.

Shape

General Objective: You will be able to use shape as a dominant visual element in design.

Specific Objective: Upon completion of this unit you will be able to:

1. Write a definition of shape without reference notes.

2. Classify shapes in writing in class when shown slide examples of basic shapes.

3. Show graphically in a one hour lab period the three attributes of shape.

4. Develop a basic shape into a series of related shapes using pencil and layout paper.

5. Cut shapes and combine these in a pasteup design that includes a focal point, overlapping and line texture. You will be able to do this in a two hour lab period.

6. Integrate shapes and lettered quotation in a final design problem using mixed media.

7. Classify designed products in writing according to one of the six basic contour shapes when shown slide examples.

Planes

General Objective: You will be able to demonstrate graphically the use of planes in a design problem.

Specific Objectives: Upon completion of this unit you will be able to:

1. Show graphically the illusion of volume, when given four plane surfaces, in a one hour lab period.

2. Use perspective to show the receding characteristics of planes in space.

3. Construct a three-dimensional form that uses warped and straight planes to show real and implied volumes. This will be done in a two hour lab period.

4. Show visually, by rendering on a suitable surface, the opaque, translucent and opaque properties of overlapping planes.

5. Develop a final design problem in a three hour lab period that combines line, planes, color and texture using mixed media.

Color

General Objective: You will have a working knowledge of the visual properties of color.

Specific Objectives: Upon completion of this unit on color you will be able to:

1. Explain orally in class the three ways in which color differ.

2. Explain in writing in a thirty minute period, when given a list of color systems, the hues for each system.

3. Demonstrate the techniques of mixing colors to produce variations in hue in a two hour lab period.

4. Demonstrate by painting the relationship between hue and value in a color problem.

5. Show visually, by painting, the advancing and receding qualities of color.

6. Use overlapping planes to demonstrate the admixture of hues in a color problem.

7. Mix colors with poster paint that will show visually twelve basic hues. Two hour lab.

8. Render a final design problem in a three hour lab period that will show visually hue, value and intensity.

Texture

General Objective: You will be able to use texture as one of the fundamental elements in design.

Specific Objectives: Upon completion of this unit you will be able to:

1. Write in class in five minutes a definition of texture.

2. Use texture to differentiate between areas in a design problem.

3. Explain orally in class the difference between natural and invented texture.

4. Emphasize space through the use of texture in a two-dimensional design problem.

5. Show visually in a one hour lab period, using pencil and paper, ten different textural variations.

6. Produce in a one hour lab period five textural variations by "rubbing".

7. Assemble in a two hour lab period a tactile chart that will demonstrate properties of texture. e.g. rough to smooth, hard to soft.

8. Produce in a final design problem, during a three hour lab period, a solution that will include shape integration, line direction and textural emphasis.

Form

General Objective: You will be able to develop and invent forms that are useful in three-dimensional design.

Specific Objectives: After you complete this unit you will be able to:

1. Construct a three-dimensional form from a flat peice of construction paper in a thirty minute lab period.
2. Render a three-dimensional form on drawing paper with pencil using light logic.
3. Draw in perspective geometric and non-geometric forms.
4. Describe the design characteristics, in writing, of products in relation to their forms in a one hour lab period when shown slides of the products.
5. Make a three-dimensional sculptured form out of paper by cutting, scoring or warping in a two hour lab period.

Graphic Design

General Objective: You will be able to show graphically your design concepts in layout and lettering.

Specific Objectives: Upon completion of this unit you will be able to:

1. Render a comprehensive ad from "thumbnails" and "roughs".
2. Layout on bond paper a precise area, 9" x 12", using a T-square, triangles and ruler.
3. Make a tracing overlay of type to use for the headline.
4. Use transfer letters for the minor head.
5. Pencil in a body copy designation using a chisel point pencil and a T-square.
6. Transfer from a visual a product image.
7. Render in color the lettering and product image.
8. Mount for presentation on illustration board.

Color Rendering

General Objective: You will be able to render designed objects for presentation.

Specific Objectives: Upon completion of this unit you will be able to:

1. Use light logic to render forms using mixed media.
2. Draw in perspective forms that can be rendered.
3. Use tracing overlays to show successive stages of design development.
4. Show graphically objects in plan and two elevations.
5. Prepare from final drawings of designed objects, in a two hour lab period, pictorials of necessary views.
6. Render a final drawing in a three hour lab period using one color system.

Color Rendering #2

General Objective: Upon completion of this unit you will achieve skill in rendering techniques. You will also be able to make presentation renderings using one of several techniques.

Specific Objective: You will be able to use one of the following techniques in a final rendering problem.

1. Wash and line with watercolor paper.
2. Colored pencils and colored ground.
3. Chalks and colored strathmore ground.
4. Cut paper and ink on illustration board.
5. Opaque rendering with poster paints or designer's colors on illustration board.

Layout skills

General Objectives: You will be able to prepare layouts and camera-ready art.

Specific Objectives: Upon completion of this unit you will be able to:

1. Layout precise areas on bond paper using a T-square to insure 90 degree angles at all corners. This should be accomplished in fifteen minutes.

2. Make boundary lines dark so they read as definite borders. Visual line weight.

3. Use transfer letters neatly and accurately.

4. Hand letter, if necessary, major heads.

5. Set up a block of copy indication.

6. Compose and indicate crop marks on any photograph that is included in the layout.

Ambiguous Composition

General Objectives: You will be able to use ambiguity as a design element in graphic design.

Specific Objectives: Upon completion of this unit you will be able to:

1. Explain ambiguity, in relation to graphic design, in writing in five minutes.

2. Prepare a set of cropping "L's".

3. Demonstrate the use of the cropping L's with either a face or figure in a designed composition. One hour lab period.

4. Render an ambiguous composition in black, white and gray values in a two hour final problem. (Magazine or newspaper ad)

Packaging

General Objectives: You will be able to prepare layouts and three-dimensional forms for bags, boxes, labels, cartons and similar kinds of packaging.

Specific Objectives: Upon completion of this unit you will be able to:

1. Apply basic design principles to packaging problems.
2. Develop visually on bond paper a comprehensive color system for container, logo and type.
3. Make and demonstrate the use of a packaging jig.
4. Develop in three-dimensional form, from illustration board, a basic container. One hour lab.
5. Develop within a one hour period a sculptured package using bristol board.
6. In a final problem of two hours combine type, color and texture in a packaging problem.

Architectural Rendering

General Objectives: You will be able to prepare architectural renderings of interior or exterior views of architectural designs in color or black and white.

Specific Objectives: Upon completion of this unit you will be able to:

1. Draw the interior structure of a room using one-point perspective.
2. Use wash and line technique to render the interior in a 45 minute period.
3. Demonstrate graphically the use of birdseye and wormseye perspective views for rendering.
4. When given a plan and two elevations render a two-point normal perspective, in color, of a house on illustration board in a two hour lab period. This is a final problem.

Graphic processes, woodblock

General Objective: You will be able to produce a woodblock print.

Specific Objectives: Upon completion of this unit you will be able to:

1. Select the proper wood and the correct tools for the woodblock.
2. Select a subject suitable for woodblock and render this full size.
3. Make a tracing overlay of the composition and transfer it to the block.
4. Cut a liner pattern on the block and remove portions of the block that are not to be printed.
5. Select papers and inks for printing.
6. Ink block, apply paper and run through the graphic art press. This will be accomplished in a thirty minute lab period.
7. Pull print, sign, number and hand to dry.
8. Mat and mount finished print with illustration board.

Silk screen process

General Objective: You will be able to produce silk screen prints.

Specific Objectives: Upon completion of this unit you will be able to:

1. Assemble a silk screen frame and attach silk for process.
2. Make a color rendering of proposed silk screen print.
3. Make color separations to show successive printing steps.
4. Explain in writing, in a 15 minute test situation, the three major methods of silk screen reproduction.
5. Use one of these methods in a two hour lab assignment and produce a completed silk screen print.
6. Mat and mount print for presentation.